

The law firm Barasch McGarry has provided consistent advocacy for workers, students, residents and first responders who have become seriously ill from exposure in Lower Manhattan to 9/11 toxins.

Having advocated for over 10,000 who are already sick, some still awaiting 9/11 Victim Compensation Fund (VCF) certification, the firm's statistical database contained findings of a dangerous medical anomaly. It found at least a 1,000% higher male breast cancer cluster, among men exposed to the air in Lower Manhattan. Armed with these alarming facts, Butler Associates deployed a strategic communications campaign that reached many millions via network television, radio, print, digital and social communications.

Butler Associates began conducting research, shaping narratives and interviewing men stricken with or recovering from the exceptionally rare form of cancer. The men spoke passionately of having to overcome the "macho stigma" of contracting what they always understood to be a disease impacting women. That stigma often results in denial and men often wait until it is too late to seek medical diagnosis and treatment.

According to medical findings, only about 1-in-100,000 U.S. males will ever be stricken by breast cancer. Given a total estimated 9/11 community reaching just 400,000, this suggests that at the maximum, only four cases, if every single member of the 9/11 community were of the male gender.

At the launch of the campaign, prior to the 17th anniversary of the September 11 attacks, the group consisted of 15 men.

The victims participating agreed to tell their own personal stories of discovering their illness, the stages of denial, fear and delay in seeking medical help, eventual acceptance, treatment and the importance of emotional and peer counseling to help with their recovery.

To launch the campaign, we offered an exclusive to the **New York Post**, which did a full-page feature. From that point forward, the Butler Associates team was in high gear, arranging interviews with journalists in the U.S. and overseas.

While very proud of the tremendous strategic communications result for Barasch McGarry, by the time Butler Associates concluded the campaign – at the close of Breast Cancer Awareness Month (October) – another 17 males from the 9/11 community with the disease had come forward, for a total of 32.

The information campaign has since spurred medical researchers at Memorial Sloan Kettering Cancer Center to initiate a new dedicated research program to study patients with male breast cancer and to have them undergo cancer genomic testing and hopefully find the key to a cure.

Butler Associates conducted research on male breast cancer statistics, collecting the facts and figures needed to provide context for journalists who might be interested in reporting on the disproportionate incidence of the disease in the 9/11 community.

To put a human face on these statistics, we secured the cooperation of several Barasch McGarry clients with male breast cancer who agreed to speak with reporters and editors about their experiences and encourage other men to register with the World Trade Center Health Program to monitor their own health.

Butler Associates prepared highly-detailed media briefing documents to alert journalists to this important topic, uniquely tailored to specific media markets and news outlets. As the anniversary of 9/11 approached, we remained in close contact with reporters and editors planning their coverage to promote the narrative about male breast cancer.

We focused on the New York City region, where much of the 9/11 community still resides, as well as key national and regional media outlets, in an effort to reach both 9/11 first responders from other parts of the country who had returned home, and 9/11 survivors who had since moved elsewhere.

Butler Associates offered interviews to major local and national print and broadcast outlets with male breast cancer survivors, gaining wide-ranging and very prominent coverage across the nation in national, regional, and local media, with more than six dozen unique media impressions and many more through syndication and

repetition through affiliates and wire services. The coverage also featured extended in-studio TV interviews with Michael Barasch and his clients that reached large and influential audiences.

Overall, the story of male breast cancer was very successful in leading the news cycle for 9/11 anniversary coverage nationwide, and the campaign continued well into October, which is Breast Cancer Awareness Month, taking advantage of a fresh news cycle to promote the narrative.

The campaign started with a major splash: a prominently-placed exclusive feature story in the **New York Post** a week before the anniversary that was immediately leveraged by Butler Associates to generate coverage in other media outlets, both national and international – **People magazine, FOX News Channel, CBS-Network, The Hill, Newsweek, the Daily Mail, and the Washington Times** – and local – **WABC New York, WNBC New York, Good Day New York, WPIX 11, 1010 WINS, Gothamist, El Diario Nueva York, Noticias**, and countless more.

By securing extensive coverage in these crucial days before the anniversary, we positioned Barasch McGarry as a leading advocate for the 9/11 community at the very moment journalists were finalizing their plans for 9/11 anniversary-related news articles and segments.

On September 11, Michael Barasch joined two clients with male breast cancer on **FOX 5-New York's** morning show “**Good Day New York**” to discuss the prevalence of the disease in the 9/11 community and to fight the stigma attached to breast cancer that prevents many men from conducting regular breast self-exams and seeking medical treatment.

This appearance by itself generated an enormous positive response. In the following weeks, dozens of new potential clients contacted Barasch McGarry, citing the “Good Day New York” segment as their inspiration, and the firm doubled its clients with male breast cancer, to a total of 32.

That same day, coverage of Barasch McGarry's 9/11 advocacy saturated the New York City media market, with major stories appearing on **NY1, WCBS New York, and WABC Radio** and in the **New York Post, The Guardian, Staten Island Advance, Downtown Express**. In addition, Barasch McGarry's work with male breast cancer survivors was featured in a 12-minute morning segment on **CBSN**, reaching a national audience.

After the success of the 9/11 anniversary-based male breast cancer campaign, Butler Associates extended the campaign into October, Breast Cancer Awareness Month.

We positioned Barasch McGarry and its clients to offer a unique perspective on breast cancer, as men afflicted with a disease typically associated with women. Barasch McGarry's work on this issue was again featured prominently in the **New York Post**, as well as other media in the New York City region such as **Fios 1 News, the Journal News** of Westchester and the Lower Hudson Valley, **Staten Island Advance, the Chief-Leader** which has a large union following in New York City, political news outlet **City & State**, and numerous other local media outlets.

The campaign culminated in Michael Barasch's appearance with two male breast cancer clients on the **FOX News** program, “**Healthline with Dr. Manny**,” a 10-minute segment detailing the firm's 9/11 first responder and survivor advocacy that was syndicated out for millions more viewers across the nation to see through FOX's affiliate stations.

As a direct result of this successful campaign, over 1,000 members of the 9/11 community who had not yet registered for free medical screenings stepped forward to seek medical and financial help they are entitled to, if seriously sick. Time is imperative, as 9/11 VCF claimants must register before the December 2020 deadline.

A golden result has since sprung up, as medical researchers at Memorial Sloan Kettering Cancer Center in New York City have just initiated a new medical research program as a direct result of this campaign for patients with male breast cancer to undergo genomic testing to help researchers learn more about the disease, with the hope of getting closer to a key to the cure.